



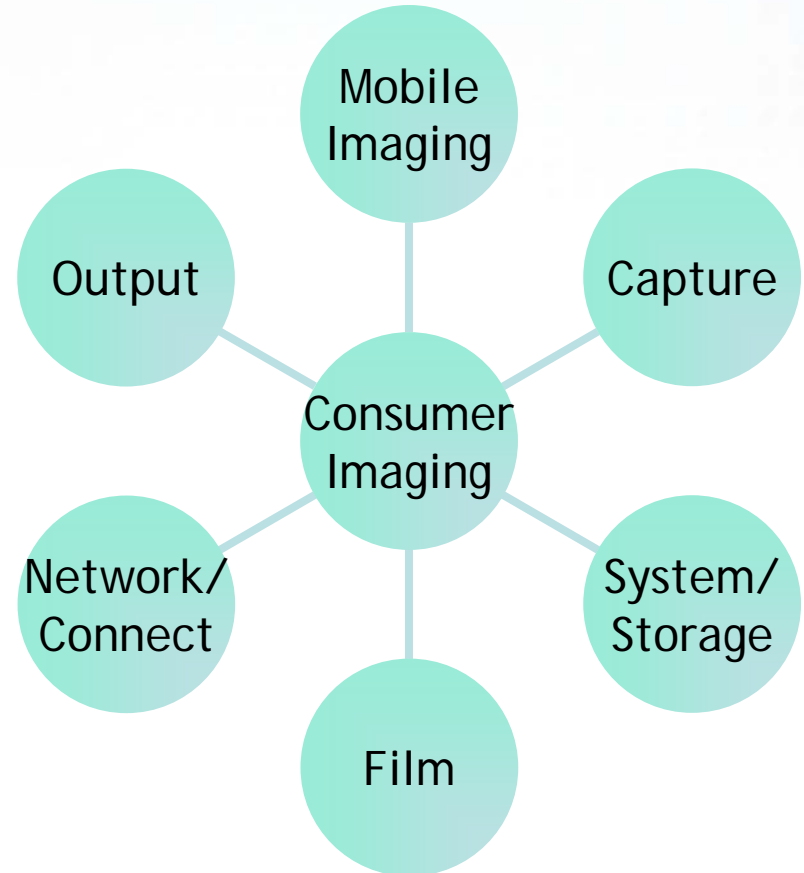
www.i3a.org

I3A Tech Forum Camera Phone Image Quality April 3, 2009



What is I3A?

- Central international forum for development and advancement of open standards for imaging
- Mission - grow the market for imaging products and services
- Represent broad expertise in consumer imaging – capture, store, share, print/display & mobile



I3A Plays 3 Key Roles

- **Standards & Initiatives:**
 - Run ISO international standards program photography/imaging
 - Accredited Standards Developing Organization (SDO)
 - Flexible paths: ‘consortia’ initiatives or formal standards
- **Industry Advocacy:**
 - Promote industry positions to govt. bodies worldwide
 - Market research, newsletters, PR
- **Member Networking Events & Awards:**
 - Annual Conference, Tech Forums, Receptions
 - Leadership, Achievement & Safety Awards

I3A Initiatives – Market Driven

- Small groups of members
- Flexible, fast results
- Incubator for formal standards
- Market driven
 - serve commercial needs
- Adhoc, formed to achieve specific objectives
- Group's work is confidential to the group & Strategic members only until published
- IG's work facilitated & supported by password protected work group website
- Protected by I3A IP policy



What is CPIQ Initiative?

- **WHAT:**

- A team of key players and experts from the mobile and traditional imaging industries
- Enable carriers, manufacturers and consumers to evaluate and choose the right camera phones for their imaging needs.
- Improve camera phone image quality

- **HOW:**

- Identify essential set of standard measurements that most affect camera phone image quality
- Develop repeatable subjective test methods to validate & calibrate the objective metrics
- Ultimately deliver a simple to use, clear, consumer-facing rating system

CPIQ Participants

- Advanced Micro Devices (AMD)
- Aptina Imaging
- CMD Optics, Inc.
- DxO Labs
- Eastman Kodak Co.
- Foveon, Inc
- Freescale Semiconductor, Inc.
- FUJIFILM Corporation
- Hewlett-Packard
- Image Engineering
- Motorola, Inc.
- Nethra Imaging
- Nokia Corporation
- OmniVision Technologies, Inc.
- Palm, Inc.
- Phillips Lumileds Lighting Co.
- Sensata Technologies
- Sony Ericsson Mobile Communications
- Sprint
- STMicroelectronics
- Texas Instruments Inc.
- Tessera (formerly FotoNation)
- Verizon Wireless
- Vista Point Technologies
- Zoran Corporation